

Amendments**In the Claims**

Claim 1. (previously presented) A merchandising system permitting participating merchants to place video or still-image advertisements at selected times and locations on a network of multiple electronic billboard displays, and permitting customer of the merchants to respond to the advertisements by directly placing orders for advertised products through an order processing system, said merchandising system comprising:

- a network including a plurality of electronic billboard displays;
- means permitting participating merchants to place video or still-image advertisements at selected times on selected ones of the network's electronic billboard displays;
- the advertisements on the displays including a unique product order number for each product offered for sale by the participating merchants; and
- an order processing system that permits customers to order products from the array of products offered by the participating merchants on the electronic billboard display advertisements, said order processing system including a customer interface for receiving incoming orders from customers ordering products by reference to the displayed product order numbers, means for matching each incoming product order to the customer placing the order, the product ordered and the participating merchant offering the product, and means for communicating sufficient customer and product information to the participating merchant so that the merchant can fulfill the order.

Claim 2. (previously presented) The merchandising system of claim 1, wherein said means permitting participating merchants to place advertisements includes a central processing

station to which merchants transmit their advertising content and means for routing the advertising content for display at the merchant-selected electronic billboard displays.

Claim 3. (previously presented) The merchandising system of claim 1, wherein said customer interface for receiving incoming orders from customers comprises a telephone interface including automated customer identification means.

Claim 4. (previously presented) The merchandising system of claim 3, wherein said automated customer identification means is selected from the group consisting of call no. ID and voice recognition.

Claim 5. (previously presented) The merchandising system of claim 1 wherein at least a portion of the customer ordering through the order processing system utilizes a GPS capable device and said order processing system employs GPS means for determining the location of customer during the customers' placement of orders. (canceled)

Claim 6. (previously presented) A merchandising method permitting participating merchants to place video or still-image advertisements at selected times and locations on a network of multiple electronic billboard displays, and permitting customer of the merchants to respond to the advertisements by directly placing orders for advertised products through an order processing system, said merchandising system comprising:

permitting a participating merchant to place video or still-image advertisements at selected times on selected ones of the network's electronic billboard displays;

including in the advertisements a unique product order number for each product offered for sale by the participating merchants; and

each customer, when desiring to place an order for a participating merchants advertised product, establishing contact with a central order processing system and entering the order number for the product desired; and

the central order processing system matching each incoming product order to the customer placing the order, the product desired and the participating merchant offering the product, and communicating sufficient customer and product information to the participating merchant so that the merchant can fulfill the order.

Claim 7. (previously presented) The merchandising method of claim 6, including the step of at least a portion of the customers placing orders for advertised products establishing contact with the central product ordering system by GPS capable devices and communicating the customers' location to the order processing system during placement of orders.

Claim 8. (canceled) directing customer to one of the plurality of locations.

Claim 9. (canceled) Claim 10. The method of claim 13, further comprising

Claim 10. (currently amended) The method of claim 973, wherein the content is video image content.

Claim 11. (currently amended) The method of claim 872, wherein the content is displayed for a predetermined time period.

Claim 12. (currently amended) The method of claim 872, further comprising transmitting the content to the plurality of locations.

Claim 13. The method of claim 12, where the transmitting comprises transmitting the content to the plurality of locations by a means selected from a group consisting of high speed cable, satellite, phone, high speed line, cellular phone, available frequencies, Internet, radio, radio

pulse transmission, high speed optical fiber and physical delivery of the product and product information stored on a physical medium.

Claim 14. The method of claim 12, further comprising converting a format of the content into a single format for display.

Claim 15. (currently amended) The method of claim 728, further comprising reviewing content prior to display for appropriateness.

Claim 16. (currently amended) The method of claim 728, further comprising verifying the displaying of the content.

Claim 17. The method of claim 16, wherein the verifying comprises capturing image and time data of the display of the content.

Claim 18. (currently amended) The method of claim 728, further comprising detecting customer traffic at least one of the plurality of locations.

Claim 19. The method of claim 18, further comprising generating a market analysis report from the detection of traffic.

Claim 20. (currently amended) The method of claim 728, further comprising billing the merchant for merchandising the product.

Claim 21. The method of claim 20, wherein the billing comprises transmitting billing information to the merchant.

Claim 22. (currently amended) The method of claim 728, wherein the display comprises a plurality of pixels, the method further comprising detecting defective pixels in the display.

Claim 23. The method of claim 22, further comprising automatically calibrating the defective pixels based on the detecting.

Claim 24. (currently amended) The method of claim 728, wherein the display comprises splitting a display screen into at least two portions and displaying the content on less than the at least two portions.

Claim 25. The method of claim 24, further comprising, displaying unrelated content on the other of the at least two portions.

Claim 26. The method of claim 24, wherein the unrelated content is image data of a live event.

Claim 27. (currently amended) The method of claim 728, further comprising communicating availability of display locations and time to the merchant.

Claim 28. (previously presented) The method of claim 27, further comprising purchasing the display of content for predetermined location and time according to a fixed schedule.

Claim 29. (previously presented) The method of claim 27, further comprising purchasing the display of content for predetermined locations and time according to a bidding process.

Claim 30. (currently amended) The method of claim 728, wherein the product ordering number indicates both a product and the merchant offering the product.

Claim 31. (currently amended) The method of claim 728, wherein the receiving comprises transmitting the product ordering number to a remote location, different from display and customer locations.

Claim 32. (currently amended) The method of claim 728, wherein the receiving comprises transmitting the product ordering number over a telephone line.

Claim 33. The method of claim 32, wherein the transmitting of the product ordering number comprises entering the product ordering number on a telephone keypad.

Claim 34. (previously presented) The method of claim 32, wherein the transmitting of the product ordering number comprises speaking the product ordering number and recognizing the spoken product ordering number.

Claim 35. (previously presented) The method of claim 32, wherein the identifying step comprises creating a database of customer each customer in the database having corresponding customer information.

Claim 36. (previously presented) The method of claim 35, wherein the creating comprises prompting a customer for the customer information if the customer is a new customer.

Claim 37. (previously presented) The method of claim 35, wherein the identifying is automatically determined from at least a portion of the customer information.

Claim 38. (previously presented) The method of claim 37, wherein the customer information comprises a customer telephone number and the identifying comprises recognizing a customer telephone number and comparing the recognized customer-telephone number with the telephone number in the customer information.

Claim 39. (previously presented) The method of claim 37, wherein the customer information comprises a voice sample of the customer and the identifying comprises recognizing a voice sample of the customer and comparing the recognized voice sample with the voice sample in the customer information.

Claim 40. (previously presented) The method of claim 35, wherein the customer manually enters data to establish his or her identity.

Claim 41. (currently amended) The method of claim 728, further comprising prompting the customer for the product order number after the customer has been identified.

Claim 42. (currently amended) The method of claim 728, further comprising confirming the receipt of the product ordering number from the customer.

Claim 43. (currently amended) The method of claim 728, further comprising communicating ordering options to the customer after receipt of the product ordering number.

Claim 44. (currently amended) The method of claim 728, further wherein the matching comprises creating a database of merchants each merchant in the database having corresponding merchant information, including at least product offered by display.

Claim 45. (previously presented) The method of claim 44, further comprising updating the database of merchants periodically.

Claim 46. (previously presented) The method of claim 45, wherein the updating comprises transmitting updated merchant information from the merchants to the merchants database.

Claim 47. (currently amended) The method of claim 728, wherein the communicating comprises transmitting data indicating the customer and product ordering number to the merchant.

Claim 48. (previously presented) The method of claim 47, wherein the transmitting comprises transmitting the data indicating the customer and product ordering number over a telephone line.

Claim 49. (currently amended) The method of claim 728, further comprising the merchant confirming receipt of the customer and product ordering number to the customer.

Claim 50. (previously presented) The method of claim 49, wherein the confirming is performed by transmitting confirming information to the customer.

Claim 51. (previously presented) The method of claim 50, wherein the confirming information is transmitted to the customer by e-mail.

Claim 52. (currently amended) The method of claim 728, further comprising verifying customer credit card information to the merchant.

Claim 53. (previously presented) The method of claim 52, wherein the credit card information includes whether the customer has credit available on a credit card to purchase the product ordered.

Claim 54. (currently amended) The method of claim 728, wherein the product is a good.

Claim 55. (currently amended) The method of claim 728, wherein the product is a service.

Claim 56. (currently amended) The method of claim 728, wherein the product is product literature.

Claim 57. (currently amended) The method of claim 728, wherein the product information includes a product literature ordering number, the method further comprising:
identifying a customer who wishes to order product literature for a product;
receiving the product literature ordering number from the customer;
matching the product literature ordering number to a corresponding merchant; and

communicating the customer and product literature ordering number to the merchant.

Claim 58. (previously presented) The method of claim 57, further comprising, sending the product literature from the merchant to the customer.

Claim 59. (previously presented) The method of claim 58, further comprising creating a customer database having entries of customers and corresponding customer information, the customer information including at least a preference for sending product literature.

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Claim 60. (currently amended) The method of claim 728, further comprising, shipping the product from the merchant to the customer.

Claim 61. (currently amended) The method of claim 728, further comprising communicating shipping information to the customer after receipt of the product ordering number. the availability is through a spoken message to the customer.

Claim 62. (previously presented) The method of claim 61, further comprising verifying of the communicated shipping information by the customer. The method of claim

Claim 63. (previously presented) The method of claim 62, wherein the receiving of the product ordering number from the customer is by telephone and the verifying comprises pressing a button of a keypad of the telephone.

Claim 64. (previously presented) The method of claim 62, wherein the receiving of the product ordering number from the customer is by telephone and the verifying comprises speaking a verification command and recognizing the spoken command.

Claim 65. (currently amended) The method of claim 728, further comprising generating a database having product entries and product shipping information corresponding to

the product entries, the method further comprising computing shipping options based on the product shipping information and communicating the shipping option so the customer.

Claim 66. (currently amended) The method of claim 728, further comprising verifying product availability to the customer for the product ordered.

Claim 67. (previously presented) The method of claim 66, wherein the verifying of the product availability comprises:

linking to an inventory database of the merchant;

determining if the ordered product is available in the inventory of the

merchant; and

communicating the availability to the customer.

Claim 68. (previously presented) The method of claim 67, wherein the receiving of the product ordering number from the customer is by telephone line and the communicating of the availability is through a spoken message to the customer.

Claim 69. (currently amended) The method of claim 728, further comprising transmitting global position data from the customer indicating the location of the customer.

Claim 70. (previously presented) The method of claim 69, wherein the communicating further comprises communicating the global position data to the merchant.

no billboard Restrict Claim 71. (previously presented) A system for facilitating the ordering of a product displayed with a product ordering number, the product being offered by a merchant, the system comprising:

means for receiving the product ordering number from a customer;

means for identifying the customer;

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means for searching a database having entries of customer and
corresponding customer information to determine the customer information corresponding to the
identified customer;

means for searching a database having entries of merchants and
corresponding product ordering numbers to determine the merchant corresponding to the
received product ordering number; and

means for communicating the customer identify, corresponding customer
information and product ordering number to the merchant.

Restriet Claim 72. (new) A method for merchandising the products of a merchant to
customers, the method comprising:

electronically displaying content ^{on TV} comprising a product and product
information in a plurality of locations, the product information including a product ordering
number;

C²
receiving customer identification information indicating that a customer
wishes to order a product;

receiving the product ordering number from the customer;
matching the product ordering number to a corresponding merchant; and
communicating the customer and product ordering number to the
merchant.

Claim 73. (new) The method of claim 72, wherein the content is still image content.